

**Pengaruh Iklan, Persepsi Harga, Citra Merek, Fitur, dan Kepercayaan
Merek terhadap Keputusan Pembelian Smartphone Oppo**

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ABSTRAK

Persaingan membuat produsen smartphone berupaya memberikan beragam atribut dalam produknya sehingga konsumen juga memiliki banyak pilihan produk. Penelitian ini bertujuan mengetahui dan menganalisa pengaruh iklan, persepsi harga, citra merek, fitur, dan kepercayaan merek terhadap keputusan pembelian smartphone oppo di kota semarang. Sampel dalam penelitian ini sebanyak 100 responden. Metode pengumpulan data menggunakan kuesioner. uji instrumen data menggunakan uji validitas, reliabilitas, uji asumsi klasik. Analisis data yang digunakan adalah analisis regresi, uji t, uji f, dan koefisien determinasi. Berdasarkan hasil pengujian, diperoleh ada pengaruh positif dan signifikan antara variabel persepsi harga terhadap keputusan pembelian, ada pengaruh positif signifikan antara variabel citra merek terhadap keputusan pembelian, ada pengaruh positif signifikan antara variabel fitur terhadap keputusan pembelian, ada pengaruh positif signifikan antara variabel kepercayaan merek terhadap keputusan pembelian, ada pengaruh positif signifikan antara variabel iklan, persepsi harga, citra merek, fitur, dan kepercayaan merek terhadap keputusan pembelian.

Kata Kunci : iklan persepsi harga, citra merek, fitur, kepercayaan merek terhadap keputusan pembelian.

**The effect of Advertising, Price perception, Brand Image, Features
and Brand Trust toward Purchasing Decision of Brand Oppo
Smartphone**

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ABSTRACT

Competition make smartphone produsen seek to provide a variety of attributes in the product so that consumers also have more product choices. This study aims to find out and analyze the effect of advertising, price perception, brand image, features, and brand trust toward purchasing decision of Oppo smartphone in Semarang city. Sample in this study as many as 100, responden, Collection data method using questionnaire. Instrument test data using test validity, reliability, classic assumption test. Data analysis using regression analysis, t-test, f-test and the coefficient of determination. Based on the results of test, obtained there is a positive and significant effect between price perception toward positive purchasing decisions, there is significant positive effect between brand trust variable on purchasing decisions, there is a significant positive effect between, features, variable toward purchasing decisions. There is significant positive effect between brand trust toward purchasing decision, there is significant positive effect between variable of advertising, price perception, brand image, features and brand trust toward purchasing decision.

Keyword : advertising, price perception, brand image, feature and brand trust, purchasing decisions.